

ABSTRACT OF THE DISCLOSURE

A data conversion method for displaying an image is provided in which selection of a subframe expression for
5 reducing pseudo contours is systematized, and the subframe expression is optimized automatically. The method comprises the steps of determining a light emission waveform in accordance with display frame data of plural frames containing the current frame and the previous frame,
10 performing Fourier expansion of an error between the determined light emission waveform and a target light emission waveform defined by the original frame data corresponding to the determined light emission waveform, and setting the display frame data of the current frame so
15 that a sum of error components with weights that are obtained by weighting each Fourier component.